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[www.BoulderDogDayz.org](http://www.BoulderDogDayz.org)



July 1, 2014

Dear Dog Friendly Business:

In September, our "Dog Dayz" dog swims and expo will be making a triumphant return to the Scott Carpenter Pool. "Dog Dayz" has continued to yield growth each year. Don't miss this opportunity to reach this "ears forward" market. Join us this year to find some new customers and show your support for our wonderful dog community.

We open the Scott Carpenter pool facilities daily for dog-only swimming and frolicking in the park beginning September 15 and ending September 28. This year our dog expo will be held on Saturday, September 20, from 11 a.m. to 4 p.m. You are invited to promote your products or services at this expo; the cost to set up a booth at this expo is \$100. (One table and two chairs will be provided upon request)

There are other marketing opportunities as well:

Hang your company's banner at Scott Carpenter Pool for the entirety of "Dog Dayz".	\$100
Place your company logo on our webpage, flyers and area-wide mailer	\$100
"Two Paws In" - Hang banners <u>and</u> have your logo on our promotional material	\$175
"The Whole Biscuit" - Set up booth at expo, hang company's banner at Scott Carpenter pool for all dog swims, and have your logos on our website, flyers and mailer	\$250

As always, promotional products, donations of treats, food, waste bags, and toys are gratefully accepted and can be handed out at our expo. This year we will be hosting a drawing for gift baskets filled with doggie-gear, we would love to include your products, stickers, promotional items in the baskets with your donation.

For more information please visit our website at: [www.BoulderDogDayz.org](http://www.BoulderDogDayz.org).

To register as a vendor please contact our registration desk at 303-413-7270, Monday through Friday from 9 a.m. to 5 p.m. Mention course code 220132. The deadlines for registering are: August 9 to include your logo on the City of Boulder mailer, and September 9 for vendors only interested in hanging a banner or hosting a booth at the expo. If you have further questions, please feel free to contact me any time.

Sincerely,

Keith Pietrasiewicz  
City of Boulder  
Parks & Recreation  
303-898-1717



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